

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**Inventor(s)** : Isaac Bentolila et al.  
**Serial No.** : 10/043,714  
**Filed** : January 9, 2002  
**Title** : **SYSTEM, METHOD, AND SOFTWARE APPLICATION  
FOR TARGETED ADVERTISING VIA BEHAVIORAL MODEL  
CLUSTERING, AND PREFERENCE PROGRAMMING BASED  
ON BEHAVIORAL MODEL CLUSTER**  
**Examiner:** Hoang Vu A. Nguyen Ba  
**Art Unit:** 2421

**AMENDMENT TO THE SPECIFICATION UNDER 37 C.F.R. 1.121**

**Mail Stop Issue Fee  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450**

**Dear Sir:**

In response to the Notice to File Corrected Application Papers mailed on March 30, 2010, Applicants are submitting the following amendment to the specification. No fee is owed in connection with this amendment. If such a fee is owed, please charge Deposit Account 07-0832.

**Amendments to the Specification** begin on page 2 of this paper.

**Remarks** begin on page 3 of this paper.